



Can You Afford A Weak Company Culture?

Company culture and employee engagement go hand in hand and a business focusing on employee engagement and improving their company will enjoy the benefits of increased revenue, increased productivity and increased employee engagement.



71% of executives say that employee engagement is critical to their company's success



Low Employee Engagement Is A Costly Problem!

It costs businesses **\$4,129** on average to hire new talent, and around **\$986** to onboard the new hire.

One actively disengaged employee can cost your organization **\$3,400** for every **\$10,000** of their salary.



47% of people actively looking for a new job pinpoint company culture as the main reason for wanting to leave

THESE ARE FACTORS THAT GO INTO COMPANY CULTURE:



Shared Mission



People Development



Valued Voice



Earned Trust

77% of H.R. professionals rated "Trust in Leaders" as the number one factor linked to employee engagement.



CAN YOU AFFORD THE LOSS?

350 BILLION

Gallup has estimated that employee disengagement costs the overall US economy as much as **\$350** billion every year



Employee engagement reduces absenteeism. Highly engaged workplaces see **41%** lower absenteeism.



Disengaged employee costs employers between **\$3,400 & \$10,000** in salary.



Overall, companies with high employee engagement are **21%** more profitable.



Disengaged employees create **disengaged customers.**

Through its research, Gallup found that **87%** of workers worldwide and **70%** of employees in the U.S. (**84%** in Canada, **83%** in the U.K.) are either not engaged or actively disengaged. That means only **30%** of U.S. workers are driving their organizations forward.



HAVING A STRONG COMPANY CULTURE AND EMPLOYEE ENGAGEMENT SIGNIFICANTLY INCREASE REVENUE

4X

Good Company Culture Increases Revenue by 4X.

1.5X

Executives who say their culture is extremely healthy are 1.5 times more likely to report average revenue growth of more than 15 percent over three years.

20%

Highly engaged organizations achieve a 20% increase in sales and a 20% increase in profitability.

65%

Organizations with high employee engagement have 65% lower turnover.

83% of salespeople would recommend their company as a great place to work. However, **1 in 6** would not recommend their company to potential colleagues.



Sources: FastTrack360, HubSpot, Gallup, Smarp, Peoplemetrics, CultureIQ, Forbes, Blueboard, Hays Recruitment Study, Grant Thornton LLP and Oxford Economics study

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UP YOUR CULTURE

by THE CENTER FOR SALES STRATEGY